

All In For Kids

Frequently Asked Questions

(updated 6/1/2020)

General Questions

1. What is All In For Kids?

All In For Kids is a new funding and learning initiative that focuses on young children (birth to 5 years of age) along with their families, caregivers, and communities to promote healthy childhood development; prevent childhood adversity; support racial, gender, and health equity; and heal trauma in the San Francisco Bay Area. All In For Kids will provide up to \$750,000 (up to \$250,000 per year) to organizations to drive impactful systems level change through two types of grants: Reimagining Care & Conditions and Policy Levers for Change.

The San Francisco Bay Area 12-county region includes Alameda, Contra Costa, Marin, Monterey, Napa, San Benito, Santa Clara, Santa Cruz, San Francisco, San Mateo, Solano and Sonoma County.

2. Who are the funding partners for All In For Kids?

All In For Kids is launching with a \$5 million seed investment from Genentech and \$1.5 million from Blue Shield of California Foundation. Genentech and Blue Shield of California Foundation have joined Futures Without Violence and San Francisco Bay Area Region First 5's to create All In For Kids. The new multi-donor fund is focused on preventing traumatic childhood experiences and supporting Bay Area families and communities affected by trauma and domestic violence.

3. What makes this the right time for All In For Kids?

The COVID-19 pandemic laid bare the undeniable fact that, for large numbers of children and families in the San Francisco Bay Area, the opportunity for economic security and healthy child development eroded or never truly existed. All children possess unique skills and talents, and they need to be supported, nurtured, and developed. The time is right for reimagining the experiences and conditions necessary for children and their caregivers to be free from the violence (e.g., domestic violence) and widespread economic, educational, health, and social disparities that negatively impact future generations.

There is growing momentum for working collaboratively across sectors to solve complex

challenges and growing understanding that supports, services and systems designed for young children and their caregivers must prioritize equity and resilience building. Advances in science offer new insights into the black box of child and human development, making more visible what types of experiences and conditions promote health and development over the life course and which types of experiences and conditions derail it. Caregivers and residents know what they need to help their children thrive and succeed. They know what works and does not work. Moreover, there are new and flexible state, federal, local and philanthropic investments that can be aligned to expand supports and address inequity.

Now is the time for policy leaders and support systems to join caregivers and residents in designing innovative and sustainable solutions – at home, in health clinics, in the community, and at school – that address the underlying conditions causing violence, adversity, and family instability. Through All In For Kids, we are looking to invest in community efforts to ensure that families and children, especially our youngest ones, do not suffer lasting mental and physical effects of inequity, stress, trauma, and adversity - but rather develop into healthy adults, benefit from strong families, and enjoy safe and caring communities.

4. What are the short-term and long-term goals for All In For Kids?

The goals listed here describe the overall aims for All In For Kids. Individual grantees should consider how funded activities can contribute to multiple goals listed. However, funders recognize that every grantee may not propose solutions for every goal and will prioritize according to resident insights.

The short-term goals for All In For Kids are:

- Sustained multisector collaborations prioritize community-resonant strategies to decrease adversity and strengthen protective factors that increase family resilience, healthy child development and intergenerational economic mobility for families most impacted by race and gender inequity
- Close the disparity gaps for Black, Indigenous, Latinx, Asian Pacific Islander and other Kids of Color to access trauma-informed health, mental health, home visitation, parenting, childcare, domestic violence and related services that support caregivers and kids together
- Organized systems of screening, assessment and community resources ensure access and utilization of meaningful and responsive child and caregiver support services like health and behavioral health care, early learning, health-related social needs, family supports and services to increase protective factors

- Local residents most impacted by long-standing systemic inequities have a voice and share power in priority setting and policy efforts
- Policy and program strategies achieve increased access to and utilization of economic supports that help families stabilize and thrive
- Policy and/or system changes prioritize root causes of adversity in childhood: economic insecurity, family violence, and bias in health and social service systems

The long-term goals for All In For Kids are:

- Community and social support systems center family well-being and work collaboratively to create healthy communities where children and families are healthy and safe and they experience economic security
- More Black, Indigenous, Latinx, Asian Pacific Islander and other Kids of Color in the Bay Area arrive at kindergarten safe, healthy and ready to learn
- Community systems foster parent-caregiver resilience to manage challenges, adversity and trauma
- Children’s and families’ exposure to domestic violence decreases
- Close disparity gaps by increasing rates of economic security for children and families
- Child-and family-serving systems prioritize prevention and increase prevention resources, funding and infrastructure
- Increased number of local residents act as influencers and change agents in the policy landscape
- Policy recommendations prioritize equity to address barriers to improving child and family well-being and are adopted with sustainable resources

5. What funding support is available and for how long?

All In For Kids will provide up to \$750,000 (up to \$250,000 per year) to organizations to drive impact through two types of grants: Reimagining Care & Conditions and Policy Levers for Change.

All In For Kids will provide grant funding and learning opportunities over the course of three years to public and non-profit organizations that work in collaboration with partners to strengthen the social, emotional, and physical well-being of children and families in the San Francisco Bay 12-County Region.

All In For Kids looks to invest in organizations that implement innovative, community-led strategies or advance policy changes by developing comprehensive and integrated systems of health, safety, education, housing, and economic supports for caregivers and families. With these targeted investments, All In For Kids will serve as an incubator and learning hub for the state and nation – showcasing efforts that can be sustained, replicated, and scaled.

6. Why did you choose and what is the significance of the two funding categories – Reimagining Care & Conditions and Policy Levers for Change?

Helping children and caregivers thrive and prosper, requires a continuum of community led design and work at both the systems and policy level. Change is most effective when organizations and families collaborate to align their efforts and drive toward shared outcomes. As local systems transform and innovations become rooted, policy change is often important to accelerate, sustain, spread, and scale resources and infrastructure. To this end, All In For Kids funding will support two synergistic approaches to change.

Reimagining Care & Conditions: Existing multisector collaborations that work at the neighborhood or county level to transform child- and family-serving systems into more robust, dynamic and interconnected ecosystems. These existing collaborations ideally are working to produce family-centered, multisector and responsive solutions that are co-created with families and change policies, practices, offerings, and power structures to address and prevent childhood adversity/trauma, and racial and gender inequities. We envision eligible applicants would serve Bay Area communities where race and gender equity gaps are most stark and include, at a minimum, residents/community members and public and private partners across health and public health, violence prevention, child- and family-serving agencies, and early education, as well as housing, economic security, and food systems.

Policy Levers for Change: Existing multisector advocacy coalitions or policy organizations that seek to advance change through local or state policies that lead to greater investment in community services and sustainable infrastructure to engage and connect families and communities; expand prevention-oriented approaches to address childhood adversity/trauma and racial and gender disparities; and engage and respond to families’ needs, priorities, and goals while ensuring a robust and diverse offering of supports and services. We envision eligible applicants would specifically target policy solutions that benefit Bay Area communities where race and gender equity gaps are most stark.

Questions on the Funding Application

1. Who is eligible to apply and what can funding be used for?

Public and private nonprofit organizations are eligible to apply for funding. The applicant may apply on behalf of a coalition or collaboration of organizations. Funding is intended primarily for the items listed below and not direct services.

Eligible Uses of Funding:

- Staffing and facilitation of collaboration and community engagement
- Program or systems innovation and experimentation
- Support for community engagement (such as stipends, childcare, etc.)
- Coordination of systems to identify, refer and track data of participation in programs
- Development and implementation of data analytics and data sharing
- Development of sustainable financing
- Policy planning, research and analysis
- Conducting local evaluation
- Participation in the All In For Kids evaluation and learning effort

2. How many grantees do you expect to fund?

Depending on budget requests and funding decisions, All In For Kids will fund 10-15 grantees.

3. Can an organization apply for both categories – Reimagining Care & Conditions and Policy Levers for Change?

All applications will be reviewed. However, it is unlikely that one organization will be funded in both categories. It is recommended that an organization consider the best fit for its work and apply for that category. Where applicable, policy change and community collaboration strategies may be included in a single application.

4. How does a community apply?

Complete the Proposal Submission Form online as instructed on the [All In For Kids website](#). Tips for the Submission Form:

- Use our PDF template to complete the Proposal Submission Form **BEFORE** uploading it on the RFP site
- Use our checklist to make sure all the required attachments/documents are gathered and ready for upload
- Answer **EVERY** question
- Download, complete, and save the **Project Table, Budget, & Budget Narrative** so all three can be uploaded upon completion of the Proposal Submission Form

- When the Proposal Submission Form is completed **and** all the documents and supporting materials are also downloaded and completed, you are ready to finalize your submission on the RFP site. Input & upload **everything** in **ONE** sitting

5. Can there be multiple applicants from a county?

Yes. There is no limitation of applicants based on geography. Geographic diversity across the cohort of grantees will be a consideration for final funding decisions.

6. Will you fund more than one applicant from a county?

Funders aim for geographic spread and diversity. There is no pre-set determination of how funding will be distributed across the 12 counties.

7. What are the roles and responsibilities of the backbone/managing organization?

The backbone organization is generally the grantee for a coalition or collaboration of partner organizations. The backbone organization mobilizes, coordinates, and facilitates the process of collaboration. Key functions might include guiding vision and strategy, supporting aligned activities, establishing shared measurement systems, building public will and mobilizing funding to support the shared priorities and outcomes. Fostering distributed leadership across organizations and individuals for the key functions and accountabilities is considered a best practice, therefore individual applicants are welcome to present governance and operating structures that best fit their circumstances.

8. What are the elements of successful community collaborations?

- Demonstrate readiness for action and impact across collaborations.
- Demonstrate a commitment and history of engaging those most affected by adversity.
- Propose approaches that incorporate race/gender equity, prevention, two-generation approaches and power sharing with parents/caregivers in practice and program.
- Demonstrate shared understanding of the root causes of adversity and a systems change mindset.
- Pilot financing and policy innovation to address inequities and build family and community resilience.
- Incorporate sustainability as a core principle.
- Show high potential for expansion, replication, and scaling.

9. What are the elements of successful policy coalitions or organizational applicants?

- Demonstrate a history of successful policy change efforts.

- Demonstrate readiness for action and impact.
- Demonstrate a commitment and history of engaging those most impacted by adversity.
- Advance policies that incorporate race/gender equity, prevention, two-generation approaches and addresses root causes of adversity.
- Incorporate financing, sustainable system changes and scaling of solutions that work as part of policy proposals.

10. Are there matching requirements?

There is no specified dollar amount required for matching funding. Strong applications will demonstrate support from partners and diverse sources of funding to achieve the proposed goals.

11. What are the requirements for evaluation?

There is no requirement that each grantee develop its own evaluation plan. However, grantees must work with the evaluator selected for All In For Kids to assess progress related to goals of the initiative and submit local data as requested by the evaluator.

12. Is technical assistance or support available for grantees during the funding period?

Yes, there are two primary outcomes for Technical Assistance (T.A.) & Learning:

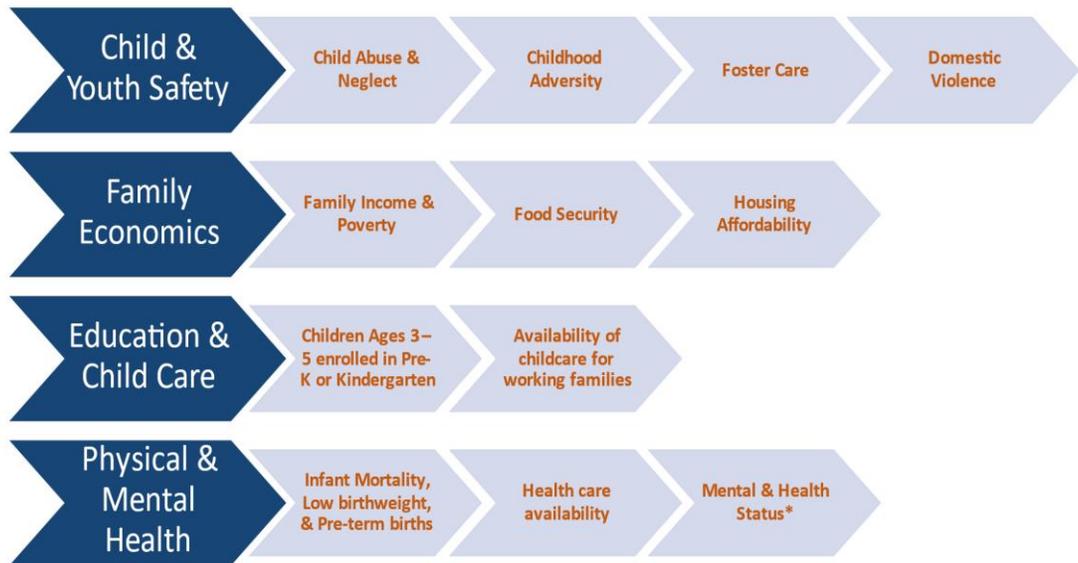
- Support grantee success and innovation, and accelerate learning and adoption of policy and practice to address child trauma and adversity.
- Activate an incubator and learning hub for the state and nation that values innovation, engages rapid cycle learning and prototyping, shares challenges, and lifts up successes.

Grantee participation in a learning community includes:

- Active peer exchange of ideas, successes, progress toward outcomes and innovative, collaborative, solution focused challenge management. It is expected that the learning community will operate through monthly phone/webinar and annual grantee meetings.
- Technical assistance opportunities as identified by grantees and funders.

13. How will success be measured?

An initial draft of domains and indicators for All In For Kids is depicted below. A competitive request for proposal will be issued to solicit applications for an external evaluator. The external evaluation contractor will join All In For Kids early in the funding period and will finalize outcomes, develop an evaluation plan, and develop data collection and reporting measures. Grantees will be engaged during this process.



*Maternal Emotional Health, Suicide, Depression, Anxiety, PTSD, Injuries, Nutrition, etc.

14. Is there an expectation that the coalition or collaboration be sustained following the grant period?

Sustainability as well as potential for spread and scale are important considerations for successful funding. Strong applicants will demonstrate history and commitment to the goals of All In For Kids. The work is long-term and may evolve and change over time, therefore the consideration is less about sustaining a project or specific budget and more about sustaining success and impact.

15. Can I submit questions during the application process?

Yes, clarifying questions can be submitted via the website link below and we will provide responses by updating the FAQ document. AllInForKids@futureswithoutviolence.org.

16. Deadlines and Timelines

Request for Proposal Announcement	April 19, 2021
Request for Proposal Released	May 10-20, 2021
Applicant Webinar	May 19, 2021
Proposal Submission Form Due	June 25, 2021
Notice of Awards	August 16, 2021
Start Date	September 1, 2021
Term of Grant	September 2021 – August 2024

FAQ May 25, 2021

1. Are there required partners? Can you provide an example of a type of existing multisector collaboration?

Strong proposals will include multiple partners, however, there is no required number or designation of what partners must be included in the collaboration. This will be driven by local resources and the goals for each collaboration. Examples of community collaboration partners might include health and behavioral health, violence prevention, economic security, parenting, childcare organizations as well as individuals with experience of the systems and conditions to be changed.

2. Are sub-grants allowed?

Yes, sub-grants and sub-contracts are an allowable expense as part of budgets.

3. Are there work or page limits for the proposal?

Yes, the overall proposal to All In For Kids should be 6-8 pages. The suggested length for each question is embedded in the Proposal Submission Form. There is flexibility within the system to answer questions in the length required to convey complete answers. We ask that you distill information as much as possible so that your overall proposal submission totals no more than 6-8 pages, excluding attachments. This page length assumes single spacing, 12 font format, however this is not a requirement.

4. How can we list our many partners and maintain the page limits?

It is acceptable to offer a narrative overview of the partners and their role in the collaboration in the proposal and attach a list of partners.

5. Can we upload more documents than what are listed? For example, if we include letters of support from partners, will those be reviewed?

We do not need letters of support. If there are other documents that are relevant to the proposal, you may upload and we will review.

6. For the organizational budget and financial statements that are required, can you confirm that those should be from the fiscal sponsor?

Yes, the uploaded organizational budget and financial statements should report on the legal grantee entity. The budget template document should be submitted for the policy project or collaboration and describe resources, expenses and proposed use of requested funds.

7. During the webinar, interviews were mentioned as a possibility, what would be the timing for those interviews?

Follow-up questions and virtual site visits will be scheduled between July 19 – Aug 6, 2021.

8. Will you provide feedback on proposals after the selection?

We understand this can be helpful, however, we do not have the capacity to offer feedback on proposals that are not funded.

9. Could you clarify what existing collaboration means? Can we add a new collaboration partner as part of this proposal? If we are collaborating with two partners on separate projects but want to bring them together for this proposal, are we able to do that?

All In For Kids aims to fund collaborations and policy coalitions that have readiness to achieve impact. Therefore if an initial launch or development of a new collaboration is proposed, please provide information to demonstrate readiness for action.

Collaborations evolve and change with time, and new partners may join an effort as it accomplishes its work. There is no prohibition about adding partners. Strong applications will be able to point to evidence of their readiness and relationships to deliver on change so that the experiences and conditions for children improve.

10. Has an external evaluator already been selected? If not, how will they be identified/selected?

A solicitation for an external evaluator is being developed for release in July. The criteria for selection are under consideration. If you have names of individuals or entities that should receive the solicitation, please contact us at:

allinforkids@futureswithoutviolence.org.

11. Are organizations that are located outside of the Bay Area (but that are working nationally) eligible to apply if partnering with Bay Area-based organizations?

Yes, the organization's location does not need to be in the SF Bay Area counties. The impact of funding should be for the direct benefit of children and families in the target counties.

12. Do you anticipate additional rounds of funding being available beyond the initial 3 years?

This is unknown. Spread and scale are priorities for All In For Kids.

13. If the fiscal sponsor organization works on both the Bright Beginnings AND Policy Advocacy Network, is there an opportunity to weave both projects together into one proposal so both could receive support?

Yes, the two pathways for funding are not mutually exclusive. All In for Kids welcomes integrated approaches and outcomes.

14. Do you have suggested policy levers or policy goals/frameworks you're looking to invest in?

There is no policy framework adopted. The Guiding Principles, Short- and Long-term Outcomes include policy levers and point to policy changes needed to achieve positive change. For example, equity and two-generation are Guiding Principles that are not reflected to date in current policy, systems and practice. Economic supports, equitable access to child care and other supports that build resilience and address root causes of violence require policy and financing changes.

15. We imagine we need to build in time for staff to participate in cohort meetings and the grant evaluation, do you have an estimate of how much time/how many meetings those will require?

Here are some potential scenarios that could be useful to you in estimating potential time:

- 1 - 2 annual convenings
- Monthly cohort calls
- Monthly check-in calls
- Evaluation surveys to grantees and partners
- Evaluation interviews/check-in calls
- Other data collection TBD based on grant outcomes

16. We know there are templates we need to download and work through before we're ready to upload, but we can't seem to find how to access them without starting the application. Could you please advise on how to get to those?

Go to the bottom of the Request for Proposal page (<https://www.allinforkidsca.org/all-in-for-kids-rfp/>). Here, you will find a link that says, 'click here for proposal submission form'.

Click on the Proposal Submission Form link:

(https://forms.office.com/Pages/ResponsePage.aspx?id=kt1a1371Hkm6I-BLMGI2-L_31rkActdKuc1vOz2zzRUMVc5NFJSQzhWMIE3WDQwNIZWUIQ0QktXSi4u) Go to the bottom of that page, where you will see a blue button that says 'next'. Click on the blue next button until you get to page 5 of the Proposal Submission Form.

On page 5 you will see a link associated with question #26 that will take you to a folder where all the documents you need to download, complete and then re-upload to question #28 are stored. Click on that link.